1Q23 *Pershing At a Glance*

BNY MELLON | PERSHING

By the Numbers

MARCH 31, 2023

BNY MELLON

$46.6T
Assets under custody and/or administration

$1.9T
Assets under management

PERSHING

$2.0T
Global client assets[1]

$2.0B
Net capital[2]

Many of the world's most sophisticated and successful financial services firms have chosen Pershing for almost 85 years, and continue to choose us today.

Additional information is available at **pershing.com**.

At BNY Mellon's Pershing we consider everything as we help our clients transform their businesses, drive growth, maximize efficiency, and manage risk and regulation. Our clients—in both the wealth and institutional segments—gain the unique benefit of scale from working with one strategic partner as we deliver solutions from the whole firm.

Our clients rely on us for clearing and custody, trading and settlement services, a broad suite of investment solutions, middle and back office support, data insights, and business consulting. We bring together high-touch service, an open digital platform and the BNY Mellon enterprise to deliver a differentiated experience for every client, all from one strategic partner.

In an ever-changing marketplace, we have been trusted, tested and proven to protect our clients' interests while providing them with innovative solutions. Our clients are leaders in their fields and they choose Pershing because we are a leader in ours.

[1] Pershing LLC and its global affiliates

[2] Pershing LLC

Fast Facts

OVER

100,000

Professionals use our technology platform for advisors and broker-dealers

WE SERVE APPROXIMATELY

1,300

Clients in 30 countries

WE SERVE OVER

7.5M

Global investor accounts

We provide clearing and custody in **64 markets**, execution in over **60 markets globally** and facilitate the trading and conversion of **45 currencies.**

BNY MELLON WAS FOUNDED BY

ALEXANDER HAMILTON

The members of our highly knowledgeable and skilled management team provide stable leadership averaging **more than a decade** with Pershing.

PERSHING WAS FOUNDED BY THE SON OF WWI GENERAL

JOHN J. PERSHING

In 1939

Industry Awards and Recognition

DALBAR

For the fifth consecutive year, Pershing achieved the #1 ranking for brokerage statements in DALBAR's annual Trends & Best Practices in Investor Statements, achieving an all-time high time score. This is the sixteenth consecutive year that our brokerage account statement has received the "Excellent" rating from DALBAR, an independent firm that identifies best-in-class communications that assist clients in understanding and managing investments (2023).

PRIVATE ASSET MANAGEMENT

Pershing won DE&I Initiative of the Year from Private Asset Management (PAM) for its Minority Business Enterprise Advisory Client Council program. PAM recognizes industry leaders and innovators (2023).

WEALTHMANAGEMENT.COM

Pershing was recognized in the Diversity, Equity and Inclusion Category for its Minority Business Enterprise Client Council (2022).

SCHRODERS UK

Pershing Limited was named Best Strategic Platform Partner for the third consecutive year (2022).

LAROCHE

Pershing was named the #1 U.S. clearing firm, ranked by the number of broker-dealer clients, by LaRoche Research Partners LLC (2022).

CUSTOMER SERVICE INSTITUTE OF AMERICA

Pershing was named Customer Service Institute of America (CSIA) Platinum Provider. The CSIA measures and certifies organizations against the International Customer Service Standard. Pershing first achieved Platinum Provider status in 2015, again in 2018, and is now re-certified as a CSIA Platinum Provider for the next three years (2021).

ALT CREDIT INTELLIGENCE

For the fifth consecutive time, Pershing has been recognized by *Alt Credit Intelligence* as Best Prime Brokerage/Custodian Services (2021).

GLOBAL CUSTODIAN

Global Custodian awarded Pershing the Prime Brokerage-Client Service award for the third year in a row (2021).

THINKADVISOR

Pershing was recognized with ThinkAdvisor's Luminaries Award for both Diversity and Inclusion thought leadership and advanced technology for biometric technology and AI operations. These awards shine a spotlight on the firms changing the investment advisory interest most, through creative, bold steps that move the industry and clients' best interests forward (2021).

FINANCIAL TECHNOLOGIES FORUM

FTF awarded Pershing top honors at its Technology Innovation Awards. These awards celebrate and recognize the professionals, financial technology vendors, service providers, industry bodies and regulators that have made significant strides and noteworthy achievements in operational excellence. Pershing won for Best Clearing and Settlement Solution for our Artificial Intelligence for Operations Project (2021).

INVESTMENTNEWS

Pershing was named #1 U.S. clearing firm, ranked by number of broker-dealer customers (*InvestmentNews*, 2008-2020).

DALBAR

Pershing ranked #1 in the DALBAR State of the Industry eDelivery Onboarding Brokerage Experiences Study and was recognized for the case study Strategies for Success with Electronic Delivery as a best practice guide for advisors to access to a suite of resources (2020).

BANK INSURANCE AND SECURITIES ASSOCIATION

Our Subscribe annuities platform and NetXInvestor® enhancements earned Pershing the Bank Insurance & Securities Association (BISA) Technology Innovation Award (2020).

HEDGEWEEK

Hedgeweek U.S. Award named Pershing Best Managed Accounts Technology Provider Winner (2020).

WEALTHMANAGEMENT.COM

Wealthmanagement.com named Pershing category winner for Technology Providers Innovation Platform Award for Corporate Social Responsibility/Diversity (2019).

Strengthen Your Success With Our Solutions

Let us help you plan for the impact of changing markets and regulations.	Maximize new wealth management and investment strategies to improve profitability and drive business growth.	Leverage emerging technology and big data to create efficient processes and capability, and drive decisions.	Leverage the strength and scale of BNY Mellon for financing, collateral management and global trade execution.

Perspectives

Our practice management solutions include thought leadership, advisor programs, consulting, events and more.

For our latest commentary and actionable insights on industry trends and topics of interest, visit the Perspectives section on pershing.com. Recent highlights include:

EVOLUTION OF THE BROKER-DEALER: CLEARING A PATH TO THE FUTURE

This comprehensive research and analysis on the broker-dealer universe comes at a uniquely complex and challenging moment.

Broker-dealers have many options for navigating these changes by rethinking their priorities and adapting their focus to new realities. While these considerations require complex and nuanced responses, meaningful action is possible. As they vie for clients and market share, we see four main levers of change. These levers can help them position themselves and move towards future business models, or archetypes, that will sustain them during a period of profound broker-dealer industry transformation.

BEYOND CLIENT EXPERIENCE: HOW ADVISORS CAN DELIVER UNIQUE VALUE TO CLIENTS

As our clients strive to drive growth amid an evolving marketplace, the BNY Mellon | Pershing Wealth Solutions team is working to create a more seamless service experience by investing in improvements in our processes, technology and delivery model.

In Beyond Client Experience, Pershing's Evan LaHuta and industry consultant, speaker and author Dennis Moseley-Williams share ideas to help companies improve their own approaches to client experience.

REFLECTIONS ON FEMALE LEADERSHIP

Every March, we celebrate the accomplishments of women around the globe. Each generation inspires the one that comes next. Emily Schlosser, BNY Mellon | Pershing's chief operating officer, shares her thoughts on women leaders, representation and the client experience.

WEALTH MANAGEMENT EVOLUTION: STRATEGIES FOR COMPETING IN A CROWDED MARKET

Ben Harrison, Head of Pershing Wealth Solutions; Ainslie Simmonds, President of Pershing X; Hanneke Smits, CEO of BNY Mellon Investment Management; and Catherine Keating, leader of the BNY Mellon Investor Solutions and Wealth Management businesses explore a question facing every wealth manager: How do we evolve our firm to seize the future while still meeting the competitive challenges of today? With factors like customization, investor transformation, advisory evolution and institutionalization driving change, find out why our panel is confident that the best days for wealth management lie ahead.

EVOLVING HUMAN CAPITAL: FROM WORKFORCE TO COMPETITIVE DRIVING FORCE

Wealth management is a people business, yet never has it been more difficult to attract and retain talent in our industry. Shifting demographics, competitive pressures and the changes driven by the pandemic have combined to make managing human capital the central challenge of our era. Hear from visionary leaders from inside and outside financial services discuss how they are seizing today's unique opportunity to rethink the physical workplace, talent attraction, and firm culture to establish new norms and create teams that deliver a true competitive advantage.

ESG EXUBERANCE IS AT ALL-TIME HIGHS. BUT WILL INVESTORS BUY?

Strategies focusing on Environmental, Social, and Governance (ESG) considerations are all the rage today, dominating the new launch market. These strategies are hotly debated at investment conferences, and ESG stories are covered heavily by the media. Managers want to talk about it, and investors are listening. Enthusiasm is turning into exuberance, but is exuberance turning into explosive growth?

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WHAT'S TOP OF MIND FOR TOP ADVISORS

Pershing's real-time polling at our Elite Advisor Summit gauged advisory firm executives' views on the challenges and opportunities in 2022 and the years ahead. From the urgent strategic imperatives and the battle for talent, 75 C-suite executives from the nation's largest RIA firms, representing an average AUM of $17 billion and a total assets under management of nearly $1 trillion, weigh in.

CLIENT LEVEL PROFITABILITY

Top performing advisors know how to manage profitability. In order to run the day-to-day business while they continue to grow and evolve, successful advisors that understand the levers of profitability will support their long-term sustainable future. Often, when advisors think of client-level profitability they think of revenue and expenses only. If advisors understand the profit drivers of their business and manage the components that they can control, they're more able to maximize profit while managing capacity.

THE WOW FACTOR: GAINING A MAJOR COMPETITIVE EDGE WITH DIGITAL WEALTH MANAGEMENT TOOLS

Going digital fosters better client experiences and engagement and higher efficiencies and more revenue for cutting-edge firms. However, while leading wealth management firms realize the importance of adopting digital capabilities, many are still in the early stages of digital transformation. This article shares the competitive advantage of fully embracing all that going digital has to offer.

DRIVING GROWTH THROUGH MULTIGENERATIONAL RELATIONSHIPS

This Pershing program combines expert-driven webinars, action-planning tools and best-practice insights to help financial professionals activate a strategy to build bonds with their clients' family members. With wealth transitioning every day, it's imperative to connect with the next generation and focus on the ongoing dynamics of all members of a client's family.

CYBERSECURITY IN AN INCREASINGLY COMPLEX WORLD

The perpetrators of cybercrime are not only keeping pace with advancements in technology, but they are also often on the leading edge—and the stakes are high if you don't take appropriate steps to protect your systems.

ABOUT PERSHING

Pershing is a leading provider of clearing and custody services. We are uniquely positioned to help complex financial services firms transform their businesses, drive growth, maximize efficiency, and manage risk and regulation. Wealth management and institutional firms outsource to us for trading and settlement services, investment solutions, bank and brokerage custody, middle and back office support, data insights, and business consulting. Pershing brings together high-touch service, an open digital platform and the BNY Mellon enterprise to deliver a differentiated experience for every client. Pershing LLC (member FINRA, NYSE, SIPC) is a BNY Mellon company. Pershing and its worldwide affiliates have over $2 trillion in global assets and millions of investor accounts. Pershing affiliates include Pershing X, Inc. and Lockwood Advisors, Inc., an investment adviser registered in the United States under the Investment Advisers Act of 1940. Additional information is available on pershing.com, or follow us on LinkedIn or Twitter @Pershing.

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